

A photograph of two construction workers, a man and a woman, wearing white hard hats and orange safety vests over grey work clothes. They are crouching on the shoulder of a road, smiling at the camera. The man is holding a clipboard and the woman is holding a clipboard. In the background, a large orange road roller is paving the road. The text '2023 MEDIA KIT' is overlaid in large white letters on the left side of the image.

# 2023 MEDIA KIT

**ON**THE**ROAD** 

The Official Publication of the Utah Asphalt  
Pavement Association

## Your Brand, Promoted.

Make sure your company is top of mind. The On The Road magazine is the perfect place to be seen by all the decision makers in the industry. Advertise in this publication and watch your revenue grow.



# Advertise in this publication and get your brand in the hands of your fellow association members, AKA your target market.

## CUTTING-EDGE EDITORIAL CONTENT:

On The Road offers clear, comprehensive, sophisticated and up-to-date information that readers can apply immediately in their professional lives. With content written by the most authoritative executives and leaders in the asphalt paving industry, On The Road covers a broad range of subjects, including the following:

- Promotion of the use of asphalt as the premier material for road construction and maintenance within the local industry
- Education, monitoring and lobbying regarding asphalt and its benefits to the community
- Updating members of UAPA's work as a unified voice with the Utah Department of Transportation and local government agencies throughout Utah in the areas of quality, specifications, and project development
- Updates on association events and education opportunities
- ROI methodologies
- Industry standards, best practices and new product updates
- HR concerns
- Updates on local road projects
- Industry award winners
- Leadership & employee development

## VALUE ADDED SERVICES TO HELP KEEP YOU IN THE FOREFRONT:

- A magazine website that includes your logo linked back to your website
- A built-out digital version of each issue that includes options for social sharing, a downloadable PDF and a flipping book for those who prefer swiping
- An additional email distribution of the publication, so UAPA members and magazine readers will enjoy the benefits of both print and digital experiences
- Options to purchase digital advertising space on the magazine website (see pricing on the next page)



On the Road magazine is the official publication of the Utah Asphalt Pavement Association.

2023 Publication and Advertising Schedule		
Issue	Editorial   Artwork Due	Mail Date
1	Mar 16, 2023	Apr 11, 2023
2	May 18, 2023	Jun 13, 2023
Directory	Jul 6, 2023	Jul 28, 2023
3	Aug 17, 2023	Sept 12, 2023
4	Nov 23, 2023	Dec 19, 2023



VIEW ONLINE AT:



## Print Ad Specifications and Pricing

2023 Print Advertising Rates		
Size / Placement	Per Term (4 Issues, + Directory)	Directory Only
Full Page	\$2,979	\$773
1/2 Page	\$2,234	\$579
1/4 Page	\$1,676	\$434
Page 3	\$3,467	n/a
Page 5, 7, 9	\$3,224	n/a
Inside Front or Back Cover	\$3,224	n/a
Outside Back Cover	\$3,467	n/a
Print + Digital Premium Pkg	\$3,467	n/a
Centerfold space available; call for rates.		

**Full Page Ad**

8.5" x 11"  
with a .25" bleed  
and type safety  
on all sides

**1/4 Page Ad**

3.625" x 4.625"

**1/2 Page Ad**

7.5" x 4.625"

**Outside Back Cover Page Ad**

8.5" x 8.5"  
with a .25" bleed  
and type safety  
on sides and bottom

**NOTE:**

If a Full Page Ad or Outside Back Cover Ad is sent in without the .25 bleed, the ad will be resized to fit the page with a white border around it.

(all sizes = width x height)

— Type Safety

— Ad Space

— Bleed

— Page

## Digital Ad Specifications and Pricing

EVERY DIGITAL AD SHOULD CONTAIN FOUR MAIN COMPONENTS:

- Your logo or company name
- A value proposition
- An image or visual representation of your service
- A clear call to action with contact information

2023 Digital Advertising Rates	
Size	Per Issue
Issue Homepage Skyscraper	\$475
Leaderboard Top (exclusive to entire publication)	\$800
Article Leaderboard (exclusive to one article)	\$375

Digital ad formats:

.jpeg, .jpg, .png, .gif

File size: 50KB or smaller

Issue Homepage Skyscraper:  
300px X 500px

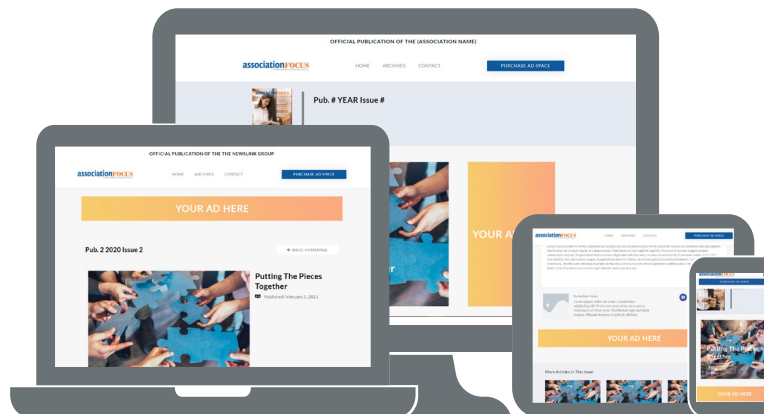
Issue Homepage Skyscraper (mobile):  
600px X 120 px

Leaderboard:  
970px X 90px

Leaderboard (mobile):  
600px X 120px

Resolution: 72-150 ppi

125 characters of text or less  
Images that consist of more than 20% text may experience reduced delivery.



**Are you ready for growth? Go crazy. Be seen.**

Contact us today to advertise in this publication.

# Purchase an ad in the On The Road Magazine.

Name	Company	Title	
Phone	Email		
Address			
City	State	Zip Code	Country
Website			
Production Contact Name		Production Contact Email	

Print Ad Size	# of Insertions	Ad Placement	Total Cost
Full Page			
1/2 Page			
1/4 Page			
Page 3, 5, 7 Premium			
Inside Front/Back Covers			
Outside Back Cover			
Print + Digital Premium Pkg.			

Digital Ad Size	# of Issues	Run Dates	Total Cost
Issue Homepage Skyscraper			
Leaderboard Top (all articles)			
Article Leaderboard (one article)			

**Ad Design:** ☐ We will provide an ad in CMYK and 300 PPI, jpg or PDF format with bleed if needed.  
☐ We will pay you to design our ad for \$250.

**Payment Method:**

- ☐ Please invoice me  
☐ Credit Card

CC Number

Signature of Purchaser

Exp. Date

CVV Code

Date

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

**NewsLINK Group:** \_\_\_\_\_



 **THE newsLINKgroup**